



**Carol Bartz**

CEO

January 21, 2010

Julius Genachowski, Chairman  
Federal Communications Commission  
445 12th Street SW  
Washington, DC 20554

Dear Chairman Genachowski:

On behalf of Yahoo! Inc., I would like to thank and commend you for your recent efforts to define standards for an open and fair Internet. As one of the earliest and still most popular destinations on the web, Yahoo! strongly believes that openness leads to innovation, which in turn leads to the best possible user experiences. The key to any good Internet policy, therefore, is fostering the type of innovation that has led us where we are now, and will lead us in the future to innovative new experiences we cannot now even imagine.

Yahoo! supports the FCC's proposal to promulgate commonsense, high-level rules of the road to ensure the Internet continues to thrive as an open platform, without blocking or discriminatory treatment of Internet traffic, and with adequate transparency for Internet users. We recognize that the question of "net neutrality" has sparked contentious debate, and that the term means different things to different people. But we believe there is increasing common ground in this debate, and that most stakeholders understand the benefits of protecting a level playing field for all online products, so that users can gain access to the widest set of choices possible, and entrepreneurs can find an audience for new, untested, but potentially exciting products, while ensuring that broadband providers can manage their networks and grow their businesses.

It is important to acknowledge that broadband providers are now spending literally billions of dollars to expand and upgrade systems so that more and more people can get onto the Internet with better quality and faster speeds – a process that is critical to the future expansion and enjoyment of the Internet. These broadband providers, understandably, have a reasonable expectation that they will be allowed to do what needs to be done to ensure a good experience for their users – whether that is fighting spam, avoiding traffic congestion that negatively impacts the network, assisting law enforcement or fighting malicious attacks on the infrastructure. And there are certainly other potential areas, such as the offering of proprietary services by those networks, that should be considered in crafting workable regulation in this area.

In the end, all stakeholders should be brought into the process of protecting the open Internet, which is why the FCC's open, inclusive rule-making process is such a positive step towards the right answers. The over-arching goal of this discussion should be to provide the largest number of people affordable, fair and open access to the widest variety of choices possible. That, in the end, is the formula for the kind of user experiences that have driven the overwhelming success of



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the Internet to date. And that goal is best met by protecting the entrepreneurship and innovation that has allowed the Internet to flourish in such a spectacular and world-changing way over the last 15 years.

As one of the earliest and most widely used destinations on the Internet, Yahoo! would like to offer our assistance to you in this process, and again we commend you for taking this important step.

Sincerely,

A handwritten signature in black ink, appearing to read "Carol Bartz", followed by a long horizontal flourish line.

Carol Bartz  
CEO, Yahoo! Inc.